DBM CAMPUS ENTREPRENEUR CHALLENGE

EMPOWERING INNOVATIVE YOUNG ENTREPRENEURS
DBM CAMPUS ENTREPRENEUR CHALLENGE is an annual business plan competition for all students from Tertiary institutions in Mauritius (TEC Registered), organised by the Development Bank of Mauritius Ltd (DBM) under the patronage of H.E Mr P. P. Vyapoory, G.O.S.K., Acting President of the Republic of Mauritius and in collaboration with IFE.

This competition aims to instil the culture of entrepreneurship in young tertiary students and engage them in creative thinking and present business models which cater for the current challenges facing the economy and society in general.

We have targeted tertiary students because we strongly believe that we must encourage this particular segment to develop an entrepreneurial mind-set and this entails fostering a culture which supports young people to take risks, set up businesses and create jobs. If these students are well informed and coached/mentored, they will be able to take the lead in creating new enterprises and ventures with high-impact potential that will prove to become an asset for Mauritius.

Many countries like the USA, France and South Africa have recognised the importance of including entrepreneurship studies in the normal curriculum of education and have also established specialised courses at tertiary level. Furthermore, students are encouraged to prepare a business plan as part of their program leading to a Degree/Masters. With the help of the Universities and Business Schools, we want these students to discover an alternate career path: starting their own business and creating more jobs. This is in line with the Government’s strategy to address the issue of youth unemployment.

DBM CAMPUS ENTREPRENEUR CHALLENGE is an opportunity to catalyse youth entrepreneurship by allowing these young students to showcase their business concepts/innovative ideas and win cash investment for their projects.

Focused on its mission to support the socio-economic development of our country, DBM is committed to play its part to actively foster a stronger culture of entrepreneurship and promote start-up business as a career option for young graduates by enabling them to benefit from access to finance with flexible terms and conditions and mentoring.
TERMS & CONDITIONS

- Each participant/team is bound by these terms and conditions
- Participants must agree with the terms and conditions of the competition, and declare to have read them and explicitly agree with them via the submission of the business plan

PARTICIPATION CRITERIA

a) Participant must be citizen of Mauritius (age 18-35).
b) Participant must be a tertiary student registered for a course leading to a degree/masters.
c) Application from individual/team (maximum 5 members) are accepted and must satisfy above criteria (a-b).
d) Each participant/team must submit only one business plan. (Limited to 3 per institution)
e) Participation is free of charge.
f) Participants who enter the competition must submit a complete business plan according to the guidelines published, and as per deadline date.
g) The Panel of Jury will not evaluate business plans that have been submitted after the deadline.
h) The Panel of Jury will evaluate all submissions against criteria which have been established and communicated to participants.

- First cash Prize of Rs 100,000
- Second cash Prize of Rs 75,000
- Third cash Prize of Rs 50,000
- The first 10 best projects will be allocated an amount of Rs 250,000 each in form of loans on very flexible terms and conditions to drive their business ideas forward and implement the project.
- DBM will provide mentorship support for a minimum period of 12 months to the selected young entrepreneurs
The shortlisted participants/teams will be invited to present their business plans to the Panel.

The Panel of Jury will designate the winners/winning teams. The decision of the panel is final and will not be contested.

By participating in the competition, participants allow DBM to publish their photos on the website and also grant permission to DBM to use photographs, film and any relevant information provided, as part of the promotion of the competition, and for subsequent marketing purposes.

CRITERIA FOR BUSINESS PLAN ASSESSMENT

Business plans will be assessed by an independent Panel of Jury. Assessment criteria are:

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<th>CRITERIA</th>
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<td>1. Originality of Business Idea (Innovation)</td>
<td>20%</td>
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<td>2. Clarity of the Business Plan</td>
<td>10%</td>
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<td>3. Demonstration of knowledge and accurate contents during presentation</td>
<td>20%</td>
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<td>4. Viability/sustainability of the proposed venture &amp; prospective financial return</td>
<td>40%</td>
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<td>5. Understanding of the current Economic &amp; Social Environment</td>
<td>10%</td>
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The Panel of Jury will not accept a project which involves the following:

a) Production or trade in any product or activity deemed illegal under Mauritian laws or regulations or international conventions and agreements,

b) Production or trade of weapons, radioactive materials, products containing highly toxic chemicals harmful for the environment,

c) Gambling, casinos and related enterprises.

DEADLINE- APPLICATION FORM & SUBMISSION OF BUSINESS PLAN

1. All participation forms duly filled can be submitted through DBM’s website by Monday 30 September 2019 by latest 4.00 p.m. Application forms can be filled in and submitted at IFE, Réduit or at DBM Head Office, Port Louis.

2. The complete Business plan should be submitted to IFE, Réduit by Friday 22 November 2019 by latest 4.00 p.m.
LANGUAGE
- Business plans must be submitted in English.

SUBMISSIONS
- Participants must submit a complete business plan (incl. annexes) as defined in the guidelines.
- Participants shall not violate any applicable international property or patent law when submitting their business plan.
- Participants shall indemnify DBM/IFE against any third-party cause of action based on the claim that ideas, names, and/or knowledge used by the participant may infringe an intellectual or industrial property right.
- Persons or organizations that have contributed directly to the development and/or implementation of the business plan must be named in the respective submissions.

CONFIDENTIALITY
- The Panel Jury will sign a declaration of confidentiality in which they declare to treat all business plans confidentially and will take the utmost care in handling the submissions.
- However, DBM and IFE do not accept liability for misuse, theft, the annulment or the loss of the submissions, except in the case of gross negligence.

OWNERSHIP RIGHTS
- DBM will not own or have rights over the applicant’s project. DBM wants to empower young innovative entrepreneurs. The ownership and intellectual property of submitted applications remain the property of the entrepreneurs themselves.

COMPETITION
- DBM reserves the right to modify, suspend or terminate all or any part of the DBM Entrepreneur Campus Challenge without notice. Entrants shall not be entitled to remuneration of any kind, should DBM exercise this right.

DISQUALIFICATION
- DBM reserves the right to disqualify, at any time, any participant or entry for good cause, including, but not limited to, non-compliance with these terms or violation of any applicable laws, codes, or regulations.
GUIDELINES FOR BUSINESS PLAN

You will need to submit a Business Plan for your project which should include:

A. Executive Summary

This is the most important section to differentiate your business concept. It should be brief and concise and should include the main reason of your business plan, a brief description of your project, the mission and goals of your company, your key success factors and the financial highlights for the projected 3-5 years. Though this part is at the beginning of your business plan, it should normally be written last. It must stand out to convince the panel that your venture is an opportunity that is worthwhile. The objectives and goals must be attainable and not over-realistic.

B. Background

Give an overview of what you do, why you want to start the project-your personal business acumen, experience, ability and skills and your passion.

C. Products & Services

Describe your products & services you propose to sell. How you will differentiate with others. What is your unique selling proposition? If there is a value added? Are you going with cost leadership or product differentiation? What is your product lifecycle, any quality standards or environmental considerations?

D. Market Analysis

It will include a Market Research which will analyse your Market Share, Target Market, Positioning and Market Trends.

E. Marketing Strategies

Describe how you will reach the potential customers and create awareness such as selling methods, advertising & promotion.

F. Competitive Analysis

Provide a SWOT Analysis indicating your internal strengths and weaknesses and external opportunities and threats.

G. Operational Plan and Logistics

How are you going to set up the business, application of licences to several authorities & fees payable? How are you going to manage your business, your stock management, raw materials procurement, are going to offer credit, your logistics, the information technology and where are you going to operate?
H. Organisation Structure and Management

The Personnel & skills required. Do you have them? Do you need to recruit or outsource? Who are going to do the specific tasks? Will you require training and development?

I. Financial Analysis

Provide the Budgeted Income Statement, Cash flow Statement and the Statement of Financial Position. An analysis is required - comment on the profit margin, revenue and the cash flow position for the next 3-5 years. It may require assumptions and appendices.

J. Conclusion

Convince your reader that the venture will be a viable one based on the budgeted results of your projections and sustainability.

Submission of project

Your project should be submitted to IFE in 2 hard spiral copies with front cover page, your name, date of submission, table of contents, acknowledgements for all those who have assisted you, how your project can be of help to the community and any problems encountered. The number of words should be in the range of 3,000 to 5,000.
DEVELOPMENT BANK OF MAURITIUS LTD.
DBM BUILDING, CHAUSSEE STREET,
PORT LOUIS

T 203 3600
E dbm@intnet.mu
W dbm.mu

BRN C07007064